



WETM  
201 Humboldt St  
Rochester, NY 14610

Butler Till Media  
1565 Jefferson Rd  
Bldg 200 Ste 280  
Rochester, NY 14623

## Contract # 1420394

**Schedule Dates** 09/06/16-09/18/16  
**Advertiser** Tom O'Mara/State Senate/Republican/NY (83428)  
**Agency** Butler Till Media (10961)  
**Product** Political - State Senate (1074)  
**Brand** 3286 (556333)  
**Salesperson** Elmira, House (2271)  
**Sales Office** Elmira  
**Buyer Name**  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/02/16  
**Last Modified** 09/02/16  
**Entered By** Ruth Irons  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,376.75  
**Net Total** \$13,468.25  
**Sales Tax**

## Elmira (WETM)

By Broadcast Month	Spots	Rate
Sep. 2016	89	\$15,845.00
<b>Grand Total:</b>	<b>89</b>	<b>\$15,845.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/06/16-09/08/16	4	:30	5A- Channel 18 News	1		X	X	X				1	\$50.00	\$50.00	Elmira (WETM)		9/2/16
2.0	Normal Line / SPOT	09/09/16-09/09/16	4	:30	5A- Channel 18 News	1					X			1	\$75.00	\$75.00	Elmira (WETM)		9/2/16
3.0	Normal Line / SPOT	09/13/16-09/16/16	4	:30	5A- Channel 18 News	3		X	X	X	X			3	\$75.00	\$225.00	Elmira (WETM)		9/2/16
4.0	Normal Line / News	09/06/16-09/08/16	4	:30	6A- Channel 18 News	2		X	X	X				2	\$125.00	\$250.00	Elmira (WETM)		9/2/16
5.0	Normal Line / News	09/09/16-09/09/16	4	:30	6A- Channel 18 News	1					X			1	\$150.00	\$150.00	Elmira (WETM)		9/2/16
6.0	Normal Line / News	09/13/16-09/16/16	4	:30	6A- Channel 18 News	3		X	X	X	X			3	\$150.00	\$450.00	Elmira (WETM)		9/2/16
7.0	Normal Line / SPOT	09/06/16-09/08/16	4	:30	7A- Today Show	4		X	X	X				4	\$100.00	\$400.00	Elmira (WETM)		9/2/16
8.0	Normal Line / SPOT	09/09/16-09/09/16	4	:30	7A- Today Show	2					X			2	\$150.00	\$300.00	Elmira (WETM)		9/2/16
9.0	Normal Line / SPOT	09/13/16-09/16/16	4	:30	7A- Today Show	5		X	X	X	X			5	\$150.00	\$750.00	Elmira (WETM)		9/2/16
10.0	Normal Line / SPOT	09/10/16-09/10/16	4	:30	7A- Saturday Today Show	2						X		2	\$75.00	\$150.00	Elmira (WETM)		9/2/16
11.0	Normal Line / SPOT	09/17/16-09/17/16	4	:30	7A- Saturday Today Show	1						X		1	\$75.00	\$75.00	Elmira (WETM)		9/2/16
12.0	Normal Line / SPOT	09/11/16-09/11/16	4	:30	8A- Today Show	1							X	1	\$75.00	\$75.00	Elmira (WETM)		9/2/16
13.0	Normal Line / SPOT	09/18/16-09/18/16	4	:30	8A- Today Show	1							X	1	\$75.00	\$75.00	Elmira (WETM)		9/2/16

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14.0	Normal Line / SPOT	09/06/16-09/08/16	4	:30	9A- Today Show 9-10A M-F	2		X	X	X				2	\$40.00	\$80.00	Elmira (WETM)		9/2/16
15.0	Normal Line / SPOT	09/09/16-09/09/16	4	:30	9A- Today Show 9-10A M-F	1					X			1	\$40.00	\$40.00	Elmira (WETM)		9/2/16
16.0	Normal Line / SPOT	09/13/16-09/16/16	4	:30	9A- Today Show 9-10A M-F	3		X	X	X	X			3	\$40.00	\$120.00	Elmira (WETM)		9/2/16
17.0	Normal Line / News	09/06/16-09/08/16	4	:30	12P- WETM News 12pm	2		X	X	X				2	\$55.00	\$110.00	Elmira (WETM)		9/2/16
18.0	Normal Line / News	09/09/16-09/09/16	4	:30	12P- WETM News 12pm	1					X			1	\$55.00	\$55.00	Elmira (WETM)		9/2/16
19.0	Normal Line / News	09/13/16-09/16/16	4	:30	12P- WETM News 12pm	3		X	X	X	X			3	\$55.00	\$165.00	Elmira (WETM)		9/2/16
20.0	Normal Line / SPOT	09/11/16-09/11/16	4	:30	9A- Meet The Press	2							X	2	\$150.00	\$300.00	Elmira (WETM)		9/2/16
21.0	Normal Line / SPOT	09/18/16-09/18/16	4	:30	9A- Meet The Press	1							X	1	\$150.00	\$150.00	Elmira (WETM)		9/2/16
22.0	Normal Line / News	09/06/16-09/08/16	4	:30	4:58P- WETM News	1		X	X	X				1	\$150.00	\$150.00	Elmira (WETM)		9/2/16
23.0	Normal Line / News	09/09/16-09/09/16	4	:30	4:58P- WETM News	2					X			2	\$200.00	\$400.00	Elmira (WETM)		9/2/16
24.0	Normal Line / News	09/13/16-09/16/16	4	:30	4:58P- WETM News	4		X	X	X	X			4	\$200.00	\$800.00	Elmira (WETM)		9/2/16
25.0	Normal Line / News	09/06/16-09/08/16	4	:30	5:29P- WETM News 530P	2		X	X	X				2	\$175.00	\$350.00	Elmira (WETM)		9/2/16
26.0	Normal Line / News	09/09/16-09/09/16	4	:30	5:29P- WETM News 530P	2					X			2	\$250.00	\$500.00	Elmira (WETM)		9/2/16
27.0	Normal Line / News	09/13/16-09/16/16	4	:30	5:29P- WETM News 530P	4		X	X	X	X			4	\$250.00	\$1,000.00	Elmira (WETM)		9/2/16

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28.0	Normal Line / News	09/06/16-09/08/16	4	:30	5:58P- WETM News	3		X	X	X				3	\$325.00	\$975.00	Elmira (WETM)		9/2/16
29.0	Normal Line / News	09/09/16-09/09/16	4	:30	5:58P- WETM News	2					X			2	\$350.00	\$700.00	Elmira (WETM)		9/2/16
30.0	Normal Line / News	09/13/16-09/16/16	4	:30	5:58P- WETM News	4		X	X	X	X			4	\$350.00	\$1,400.00	Elmira (WETM)		9/2/16
31.0	Normal Line / News	09/10/16-09/10/16	4	:30	6P- 6:30P (EST)	1						X			\$175.00		Elmira (WETM)		9/2/16
31.0.1	Preempt	09/10/16															Elmira (WETM)	Schedule Change/Exception - News NA 9/10	
32.0	Normal Line / News	09/17/16-09/17/16	4	:30	6P- WETM News @ 6	1						X		1	\$175.00	\$175.00	Elmira (WETM)		9/2/16
33.0	Normal Line / News	09/11/16-09/11/16	4	:30	6P- WETM News @ 6	1							X	1	\$175.00	\$175.00	Elmira (WETM)		9/2/16
34.0	Normal Line / News	09/18/16-09/18/16	4	:30	6P- WETM News @ 6	1							X	1	\$175.00	\$175.00	Elmira (WETM)		9/2/16
35.0	Normal Line / SPOT	09/06/16-09/08/16	3	:30	7:01P- Jeopardy	2		X	X	X				2	\$275.00	\$550.00	Elmira (WETM)		9/2/16
36.0	Normal Line / SPOT	09/09/16-09/09/16	3	:30	7:01P- Jeopardy	1					X			1	\$300.00	\$300.00	Elmira (WETM)		9/2/16
37.0	Normal Line / SPOT	09/13/16-09/16/16	3	:30	7:01P- Jeopardy	3		X	X	X	X			3	\$300.00	\$900.00	Elmira (WETM)		9/2/16
38.0	Normal Line / SPOT	09/06/16-09/07/16	3	:30	7:30P- Wheel of Fortune	2		X	X					2	\$200.00	\$400.00	Elmira (WETM)		9/2/16
39.0	Normal Line / SPOT	09/09/16-09/09/16	3	:30	7:30P- Wheel of Fortune	1					X			1	\$300.00	\$300.00	Elmira (WETM)		9/2/16

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40.0	Normal Line / SPOT	09/13/16-09/16/16	3	:30	7:30P- Wheel of Fortune	3		X	X	X	X			3	\$300.00	\$900.00	Elmira (WETM)		9/2/16
41.0	Normal Line / News	09/06/16-09/07/16	4	:30	10:59P- WETM News	2		X	X					2	\$200.00	\$400.00	Elmira (WETM)		9/2/16
42.0	Normal Line / News	09/09/16-09/09/16	4	:30	10:59P- WETM News	1					X			1	\$225.00	\$225.00	Elmira (WETM)		9/2/16
43.0	Normal Line / News	09/13/16-09/16/16	4	:30	10:59P- WETM News	3		X	X	X	X			3	\$225.00	\$675.00	Elmira (WETM)		9/2/16
44.0	Normal Line / News	09/10/16-09/10/16	4	:30	10:59P- WETM News	1						X		1	\$175.00	\$175.00	Elmira (WETM)		9/2/16
45.0	Normal Line / News	09/17/16-09/17/16	4	:30	10:59P- WETM News	1						X		1	\$175.00	\$175.00	Elmira (WETM)		9/2/16

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